

ENTREPRENEURIAL INTENTIONS AND CAPABILITIES ON STUDENT ENTERPRISES' PERFORMANCE IN MALAYSIAN HIGHER EDUCATIONAL INSTITUTIONS

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I hereby declare that the work in this thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

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ABSTRAK

Kajian mengenai prestasi syarikat terbitan pelajar secara relatifnya masih lagi baharu terutamanya di negara-negara yang sedang membangun seperti Malaysia. Kajian mengenai topik ini sangat penting kerana terdapat beberapa kajian lepas yang menyatakan bahawa prestasi syarikat terbitan pelajar adalah kurang memberangsangkan. Oleh itu kajian ini direka untuk mengukur prestasi syarikat terbitan pelajar di institusi pengajian tinggi Malaysia kerana prestasi baik syarikat terbitan pelajar boleh menyokong pihak kerajaan untuk menghasilkan para graduan universiti yang mencipta peluang kerjaya. Sungguhpun banyak kajian yang telah dilakukan terhadap antededen dan penghalang kepada niat pelajar menubuhkan syarikat terbitan, namun hanya terdapat sedikit kajian yang menyiasat perkaitan antara niat pelajar menubuhkan syarikat terbitan dengan keupayaan keusahawanan dan prestasi syarikat terbitan pelajar. Oleh yang demikian, penyelidikan ini bertujuan menilai prestasi syarikat-syarikat terbitan pelajar melalui tiga fasa dalam proses pembangunan perusahaan iaitu pada peringkat sebelum pembentukan (pemangkin dan penghalang kepada penubuhan syarikat terbitan oleh pelajar) dan peringkat pembentukan (keupayaan keusahawanan) yang memberi kesan kepada peringkat selepas pembentukan (prestasi syarikat terbitan pelajar). Memahami proses ini adalah penting kerana ia boleh membawa kepada kejayaan bagi syarikat-syarikat terbitan pelajar. Teknik pensampelan berkelompok telah digunakan untuk memilih 369 pengasas syarikat terbitan pelajar di institusi pengajian tinggi awam Malaysia melalui kajian tinjauan secara dalam talian dan analisis data dilakukan dengan menggunakan kaedah pemodelan persamaan struktur kuasa dua terkecil separa (PPS-KDTS). Keputusan menunjukkan bukti yang menyokong pengaruh keperluan untuk pencapaian, inovatif, kecenderungan mengambil risiko, dan keberkesanan diri terhadap niat pelajar menubuhkan syarikat terbitan. Walau bagaimanapun, lokus kawalan didapati tidak berupaya mempengaruhi niat pelajar untuk menubuhkan syarikat terbitan. Di samping itu, peranan universiti dan persekitaran keusahawanan sebaliknya didapati tidak menyokong hubungan yang diandaikan dalam hipotesis kajian. Persepsi terhadap penghalang disahkan mempunyai hubungan yang signifikan secara negatif dengan niat pelajar untuk menubuhkan syarikat terbitan. Tambahan pula, niat pelajar untuk menubuhkan syarikat terbitan ini turut mempengaruhi keupayaan keusahawanan dan prestasi syarikat terbitan pelajar secara positif. Konstruk keupayaan keusahawanan didapati mempunyai perkaitan dengan prestasi syarikat terbitan pelajar dan terbukti menjadi satu faktor pengantara yang memberi kesan hubungan antara niat pelajar untuk menubuhkan syarikat terbitan dengan prestasi syarikat terbitan pelajar. Kajian ini telah memberi sumbangan dari segi teori dan wawasan terhadap prestasi syarikat terbitan pelajar, khususnya di Malaysia. Penyelidikan ini dijangka akan dapat membantu para penggubal dasar dan pihak universiti mengurangkan bilangan graduan yang menganggur dan mewujudkan ekosistem keusahawanan yang berdaya maju di dalam universiti.

ABSTRACT

The study of student enterprises' performance is relative new particularly in developing countries like Malaysia. The research on this topic is very important because several past studies have mentioned unimpressive performance of student enterprises. Therefore this study is designed to measure the performance of student enterprises in Malaysian higher educational institutions because the good performance of student enterprises would facilitate the government to create job creators among university students. Although much has been done to investigate the drivers and barriers of student enterprise intentions, few studies have related outcomes of student enterprise intentions to entrepreneurial capabilities and student enterprise performance. Thus, the current study aims to examine the performance of student enterprises through three phases of enterprise process development such as the pre-founding stage (drivers and barriers to establish student enterprises) and founding stage (entrepreneurial capabilities) that effect the post-founding stage (student enterprises performance). Understanding the process is essential because it could lead to the success of student enterprises. A cluster sampling technique was used to select 369 founders of student enterprises in Malaysian public higher educational institutions, using an online survey research and analysed using partial least squares structural equation modelling (PLS-SEM). Results found support for the influence of need for achievement, innovativeness, propensity of risk taking, and self-efficacy on student enterprise intentions. However, locus of control was unable to influence student enterprise intentions. Contrary to expectations, university roles and entrepreneurial environments were unable to support the hypothesized relationships. Perception of barriers was confirmed as having a significant negative relationship with student enterprise intentions. Furthermore, student enterprise intention positively influenced entrepreneurial capabilities and student enterprise performance. Entrepreneurial capabilities construct was found to be associated with student enterprise performance and is proved to be a mediating effect on student enterprise intentions and student enterprise performance. This study has made several theoretical contributions and provides further insights on measuring student enterprises performance, particularly in Malaysia. This research could also assist policymakers and universities to reduce the number of unemployed graduates and create a viable entrepreneurial ecosystem within the universities.

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LIST OF ABBREVIATIONS

AVE	Average variance extracted
CBSEM	Covariance-based structural equation modelling
CR	Composite reliability
CU	Comprehensive university
EC	Entrepreneurial capabilities
EE	Entrepreneurial environments
FC	Founders's characteristics
FU	Focused university
IN	Innovativeness
LC	Locus of control
MEB	Malaysia education blueprint
NA	Need for achievement
PB	Perception of barriers
PLS-SEM	Partial least square-structural equation modelling
R&D	Research and development
RBV	Resource-based view of the firm
RT	Propensity of risk taking
RU	Research university
SE	Self-efficacy
SEP	Student enterprise
SI	Student enterprise intentions
SP	Student enterprise performance
TPB	Theory of planned behavior
UR	University roles
VAF	Variance accounted for
VIF	Variance inflation factor

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